

Claims:

1. A method of selecting textual advertisements for display on a web page based on user history, comprising:
 - a) identifying a user accessing a web site;
 - b) identifying keywords in articles displayed on web pages viewed by the user;
 - c) storing identified keywords from the articles viewed by the user in a user profile;
 - d) displaying advertisements in connection with a current user selected web page based on keywords from the articles viewed by the user in the past that are stored in the user profile.
2. The method of claim 1 further comprising assigning keywords to advertisements and wherein advertisements displayed on the current user selected web page have assigned keywords that are stored in the user profile.
3. The method of claim 1 further comprising assigning weights to keywords stored in the user profile that are used to select advertisements for display on the current user selected web page.
4. The method of claim 3 wherein said weights are reduced as time elapses.

5. The method of claim 2 further comprising assigning weights to keywords assigned to the advertisements that are used to select advertisements for display on the current user selected web page.

6. The method of claim 1 wherein advertisements displayed on a current user selected web page are based on keywords from the articles viewed by the user in the past that are stored in the user profile and keywords from an article displayed on the current user selected web page.

7. The method of claim 1 wherein advertisements are selected for display without regard for user specific traits.

8. The method of claim 7 wherein the user specific traits comprise age, sex, or income.

9. The method of claim 1 wherein said current user selected web page is in a first language and said keywords from the articles viewed by the user in the past that are stored in the user profile cause advertisements displayed on the current user selected web page to be in a second language.

10. A system for selecting textual advertisements for display on a web page based on user history comprising:

a) a web server in communication with a user terminal for displaying web pages, the web server being programmed to identify a user accessing the web server and identify keywords in articles displayed on the user terminal; and

b) a user profile database in communication with the web server for storing identified keywords from the articles displayed on the user terminal in a user profile, said web server displays advertisements on a current user selected web page based on keywords from articles viewed by the user in the past that are stored in the user profile.

11. The system of claim 10 further comprising an advertisement server for storing keywords assigned to advertisements and wherein advertisements selected for display on the current user selected web page have assigned keywords that match keywords stored in the user profile.

12. The system of claim 10 further comprising assigning weights to keywords stored in the user profile that are used to select advertisements for display on the current user selected web page.

13. The system of claim 12 wherein said weights are reduced as time elapses.

14. The system of claim 11 further comprising assigning weights to keywords assigned to the advertisements that are used to select advertisements for display on the current user selected web page.

15. The system of claim 10 wherein advertisements displayed on the current user selected web page are based on keywords from the articles viewed by the user in the past that are stored in the user profile and keywords from an article displayed on the current user selected web page.

16. The system of claim 1 wherein advertisements are selected for display without regard for user specific traits.

17. The system of claim 16 wherein the user specific traits comprise age, sex, or income.

18. The system of claim 1 wherein said current user selected web page is in a first language and said keywords from the articles viewed by the user in the past that are stored in the user profile cause advertisements displayed on the current user selected web page to be in a second language.

19. A computer readable medium having computer executable instructions stored thereon for performing a method of selecting textual advertisements for display on a web page based on user history, the method comprising:

- a) identifying a user accessing a web site;
- b) identifying keywords in articles displayed on web pages viewed by the user;
- c) storing identified keywords from the articles viewed by the user in a user profile;

d) displaying advertisements in connection with a current user selected web page based on keywords from the articles viewed by the user in the past that are stored in the user profile.

20. The computer readable medium of claim 19 wherein the method further comprises assigning keywords to advertisements and wherein advertisements displayed on the current user selected web page have assigned keywords that are stored in the user profile.

21. The computer readable medium of claim 19 wherein the method further comprises assigning weights to keywords stored in the user profile that are used to select advertisements for display on the current user selected web page.

22. The computer readable medium of claim 20 wherein the method further comprises assigning weights to keywords assigned to the advertisements that are used to select advertisements for display on the current user selected web page.

23. The computer readable medium of claim 19 wherein advertisements displayed on a current user selected web page are based on keywords from the articles viewed by the user in the past that are stored in the user profile and keywords from an article displayed on the current user selected web page.

24. The computer readable medium of claim 19 wherein said current user selected web page is in a first language and said keywords from the articles viewed by the user in the past that are stored in the user profile cause advertisements displayed on the current user selected web page to be in a second language.